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# The Gateway

The University of Omaha, Omaha Nebraska, Thursday, September 27, 1945—Special Edition of the Gateway

## Second Audio-Visual Institute at Omaha University is scheduled for Oct. 4, 5, 6

With its first Iowa-Nebraska Audio-Visual Institute still a topic of conversation among those who attended last year, the University of Omaha is completing final arrangements for an even more valuable program on audio-visual aids to teaching, Oct. 4, 5 and 6, 1945. More than 600 persons from eight different states attended a year ago, and officials are predicting an even greater attendance for the conference next month.

The Institute program is being expanded this year into five separate divisions—one each for grade school level, high school, college and adult education, with one complete division through all three

to all attending the Institute. The combined groups will then break up into their respective divisions for programs illustrating and developing visual education problems in each particular field. Every division will also devote one session to workshop activities for actually finding materials to be used by teachers in their own schools. Expert assistance will be available from Film Librarians John Hedges of the University of Iowa and David McCulley, University of Nebraska.

### Faculty-evaluation preview

Among the features to be presented in the general sessions will be the demonstration of a faculty-evaluation preview by a group of classroom teachers, assisted by Dr. Wittich and Chester Cumming, of the Omaha Public Schools; an address on "The Psychology of Perceptual Learning" by Dr. Stephen Corey of the University of Chicago. This address will be followed by a panel discussion dealing with the psychological basis for audio-visual education. Dr. W. H. Thompson, chairman of the University of Omaha Department of Psychology, will head the panel consisting of Dr. V. C. Arnsperger, vice president of Encyclopaedia Britannica Films, Inc.; Dr. Corey; Dr. Warren Baller, Educational Psychology Department, University of Nebraska; Dr. Bruce Mahan, director of extension at the University of Iowa; and Floyd Brooker, U. S. Office of Education, Washington, D. C. Dr. Frank Sorenson, University of Nebraska professor and textbook author, will speak on "Making Your Own Teaching and Study Guides." Ray Mertes of the United Airlines Education Department and Miss Gertrude Le Petri of the Santa Fe Railway will show several types of free films and slides available to schools. Mrs. Dorothea Pellett, director of visual education of the Topeka, Kansas, public schools, will conduct a general teacher evaluation demonstration in the use of teaching film.

The Institute will open with a tour of the Omaha Public School Museum and grounds at Joslyn Castle. First dinner meeting, Thursday evening, Oct. 4, will

(Continued on Page Three)



JOHN R. HEDGES

days devoted to religious education. During the three-day period, each division will have one demonstration, with its age or interest group participants under classroom conditions, of each of the following: (1) sound film, (2) silent film, (3) radio, (4) maps, globes and charts and (5) slides and strip film.

Dr. Walter Wittich of the University of Wisconsin, who conducted the demonstration at the first Institute last year, will again serve as director of demonstrations. Each half day will open with a general session featuring topics of interest



## Will lead Institute demonstrations

Demonstration leaders at the University of Omaha's second annual Audio-Visual Institute Oct. 4, 5 and 6. At the left is Miss Margaret Carter, director of distribution for the Canadian Film Board, who will be director of the film-forum demonstrations on the Institute program. In the center is Dr. Walter Wittich of the

University of Wisconsin, director of all demonstrations, who will personally supervise the classroom demonstrations; and at the right, Dr. Mary Palmer of Chicago, associate director of visual education for the International Council on Religious Education, who will be the leader of the religious-education division demonstrations.

## Maps, globes, radio will be additional Institute features

### Maps and Globes

Using Omaha as the center of the air-age world, youngsters will make their own world maps under the direction of Dr. Carl Mapes, research geographer for the Rand-McNally Company, in a special demonstration of classroom use of maps and globes in the upper elementary grades at the Saturday morning Institute meeting.

Dr. Mapes, who earned his Ph. D. degree in geography at the University of Washington, taught geography in the public schools of Seattle for many years, where he served as chairman of a curriculum committee to develop a geography course for the elementary grades covering the entire Pacific northwest.

"Barriers, politically as well as geographically, are falling apart under the impact of the new three-dimensional world," says Dr. Mapes. In his demonstration here, youngsters will be taught how to compute shortest point-to-point distances and how to determine directions on the globe.

## SPECIAL FEATURE

One of the big problems confronting all schools at this time is EQUIPMENT. Where can it be found? When will it be available? When will new models be developed? How can we determine which are the best lines? Can we look for "hand-outs" of surplus materials from Uncle Sam?

This Institute has tried to meet the issue in three ways: first, by providing on the program a discussion of the problem by a man who has been face to face with it through good years and bad—Joseph Dickman, director of visual education, Chicago Public Schools; second, by allowing manufacturers and dealers to advertise in this issue of the Gateway, telling you their story as they desire; and third, by providing an excellent exhibit hall where the finest companies in America will be represented and where the latest lines of equipment and supplies will be on display.

To date the following companies have made reservations in the exhibit hall:

Ampro Corporation  
Bell & Howell  
Besseler Company  
Cathedral Films, Inc.  
De Vry Corporation  
Encyclopaedia Britannica Films  
J. G. Kretschmer & Company  
Maico Company  
Modern Sound Films  
News Map of America  
A. J. Nystrom Company  
Omaha School Supply Company  
Radio Corporation of America (Victor Division)  
University Publishing Company  
Victor Animatograph Corporation  
Western Theatre Supply Company



Miss Gertrude Le Petri



Floyd Brooker



Joseph Dickman



Ray Mertes

(Story above.)

# Who's Who at the Three-Day Institute

**ALEXANDER, MRS. ROBERT**, is president of the Zeta Tau Alpha Alumnae and is a member of the executive board of the Dundee P.T.A.

**ALBRIGHT, ROGER**, is director of distribution, teaching film custodians, Motion Picture Producers and Distributors of America, New York City.

**ARNSPIGER, DR. V. C.**, received his Ph.D. from Columbia University and was a member of the summer faculty of Teachers College at Columbia from 1934 to 1941. Since 1943 he has been on the summer faculty of the University of Wisconsin. In 1929 he began work as director of research of Erpi Classroom Films and became a member of its board of directors in 1944. During this period, he has supervised the production of more than 200 instructional films being used in the United States and foreign countries.

**BALLER, DR. WARREN**, is a member of the Educational Psychology Department, University of Nebraska.

**BROOKER, FLOYDE E.**, has been director of the Division of Visual Education of the U. S. Office of Education for the past four years. He was also editor of "The International Quarterly" for three years and assistant director in charge of field research of the Motion Picture Project for the American Council on Education. He has his M. A. from Columbia University and has taught there and at American University.

**BROWN, LT. JAMES W.**, USNR, officer-in-charge of the Training-Aids Section at Great Lakes, Ill., was, before entering the Navy, supervisor of Audio-Visual Education for the state of Virginia. He there organized the state program of audio-visual instructional material, distribution and utilization. Lieutenant Brown received his M. A. degree from the University of Chicago.

**CARTER, J. MARGARET**, of the National Film Board of Canada and director of non-theatrical distribution in the United States, began work in the audio-visual field in 1933 with the University of Chicago Press. She later organized the Film Advisory Service and for two years edited a special section on audio-visual aids for scholastic publications.

**COREY, DR. STEPHEN**, director of the center for the study of audio-visual instructional ma-

terials at the University of Chicago, served as educational advisor for Encyclopaedia Britannica Films in 1944. He received his Ph. D. at the University of Illinois.



Dr. Corey



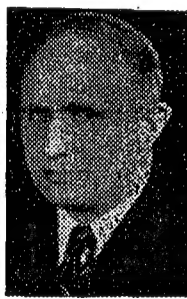
Mr. Cumming

**CUMMING, W. C.**, director of vocational education in Omaha, has been active in visual education work in the public schools and has been chairman of the Audio-Visual Committee for the public schools here during the past four years.

**DENT, ELLSWORTH S.**, now general manager of the Society for Visual Education, began work in visual instruction as early as 1923. Mr. Dent edited "The Audio-Visual Handbook," the fourth edition of which is sold out and the fifth edition now in preparation.



Mr. McCulley



Mr. Dent

**DICKMAN, JOSEPH E.**, who is a director of the Educational Film Library Association, has taught visual education at the University of Chicago, Wisconsin University and Purdue and served as director of visual instruction in the Chicago Public Schools for five years.

**DOUGLASS, DEAN E.**, has been affiliated with the Radio Corporation of America as regional manager, Education Department, Chicago, since 1943.

**DULL, RAYMOND**, is an instructor of Tool and Dye Engineering, University of Omaha.

**GIRLING, BETTY**, program director for the University of Minnesota's radio station, has won awards on four of her programs for children at the exhibition of educational recordings at Columbus, Ohio, during the past four years. One of her series has been used on transcription by the Chicago Public Schools.

**HAMILTON, JOHN L.**, holds the position of film officer for the British Information Services and was formerly assistant director of visual education at the University of Minnesota. Mr. Hamilton has his M. A. degree from that university.



Mrs. Hamilton



Mr. Hamilton

**HAMILTON, RUTH A.**, is a member of the Visual Education Committee of the Omaha Public Schools as well as the advisory editorial board of a new magazine soon to be published by the University of Wisconsin. From 1938 to 1943, she was the only member

from Nebraska on the film evaluation project conducted by the magazine "The Educational Screen."

**HANFORD, GERTRUDE L.**, is an associate in Christian education for the Nebraska Congregational churches and secretary of the Nebraska Council of Churches and Christian Education.

**HEDGES, JOHN R.**, has been in the Department of Visual Education of the University of Iowa for the past five years and has been acting director during the past two.

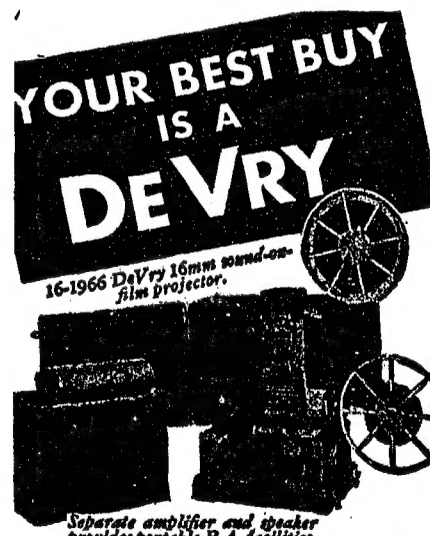
**HOFF, CHARLES**, is finance secretary and business officer at the University of Omaha. He is general chairman of the Audio-Visual Institutes.

**KENNEDY, REV. GERALD**, of Lincoln is director of the Nebraska Council of Religious Films.

**LE PITRE, GERTRUDE E.**, special representative of the Santa Fe Railway Public Relations Department, is a student of visual education techniques as applied in the practical field of public relations. She is a member of the Women's Chamber of Commerce of Kansas City and a founder of the Topeka Toastmistress Club.

**LINDSAY, ANATOLE G.**, director of the Catholic Department of visual Education of Films, Inc., was the former first secretary of the International Institute of Educational Cinematography for the

(Continued on page four)



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SATURDAY, October 6, 1945 .....

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or club work .....

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Name of school, church or club.....



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WALTER A. WITTICH  
DIRECTOR OF DEMONSTRATIONS

ANATOLE LINDSAY



DEAN DOUGLASS



LT JAMES BROWN

Audio-Visual Institute  
(Continued from page one)

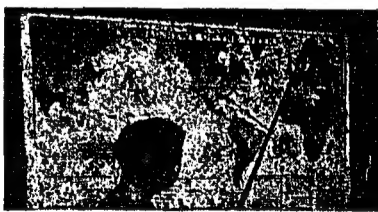
honor the Omaha World-Herald and the Ak-Sar-Ben for their contributions to Omaha's audio-visual development during the past year. The meeting will feature a showing of the World-Herald's film gift to Omaha University and the Douglas County Public Schools and will be dedicated to a better teaching of American History. Elmer Nelson, Milwaukee Public Museum, will tell of the educational program carried on by that museum through various types of visual aids and particularly how they have used the Yale Chronicle Photoplays. Lt. James Brown, USNR, will demonstrate the use of the Yale Chronicle Photoplays in the classroom on Thursday afternoon.

## Documentary film

The Friday evening dinner session will be devoted to a consideration of documentary film—with explanation of the purpose and the

plans of production and distribution used by the various groups. Miss Margaret Carter, director of distribution for the Canadian Film Board; John Hamilton, British Information Service; Mr. Brooker, U. S. Office of Education; and Oscar Sams, Office of Inter-American Affairs, will participate. Each will bring a short film to demonstrate the particular agency under discussion.

In addition to the headline speakers mentioned above, the university's second Audio-Visual Institute will bring to Omaha such other nationally known figures in the field as Dr. Mary Palmer, Chicago, visual education specialist, who has just conducted her second summer school on the study of visual aids for the International Council on Religious Education at Lake Geneva; Joseph Dickman, director of visual education for the Chicago Public Schools; Ellsworth Dent, general manager of the Society for Visual Education, Chicago; R. E. Scott, Minneapolis county superintendent, who is believed to be the first county superintendent to develop a circulating film library program where classroom films are actually taken to rural schools; and Roger Albright, Motion Picture Producers and Distributors of America, New York City.

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an attempt to show teachers and other leaders how to use such film and how to help the observers make their own evaluation.

Miss Betty Girling and Dean E. Douglass, Regional Education Director of RCA, will conduct a demonstration of an adult education radio forum. Local club groups have shown great interest in the proposed demonstration of a film forum, to be directed by Miss Margaret Carter and John Hamilton.

Besides these forum demonstrations, the Institute will also provide classroom radio demonstrations under the direction of Miss Betty Girling, program director and acting manager of KUOM of the University of Minnesota. Elaborate exhibits will help to make the entire three-day program as worthwhile as it will be stimulating.

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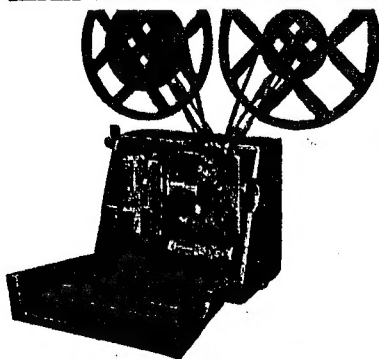
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Victor 16MM Sound Projectors

## WHO'S WHO

(Continued from page two)

League of Nations. He also served as consultant of visual aids to the Department of Education of the National Catholic Welfare Conference at Washington, D. C.

**MAHAN, DR. BRUCE**, is director of the extension division of the University of Iowa at Iowa City.

**MAPES, DR. CARL**, is now research geographer for the Rand-McNally Company in Chicago.

He received his Ph. D. at University of Washington and taught geography in Seattle Public Schools many years.

He has given many classroom demonstrations in the use of maps and globes.



Dr. Carl Mapes

**McCULLEY, DAVID B.**, secretary of the Bureau of Audio-Visual Instruction of the University of Nebraska, holds his M. A. degree from the University of Iowa. Mr. McCulley was instrumental in forming the Midwest Association of University Film Libraries and is now serving as the executive secretary of this group.

**MERTES, RAY O.**, assistant director of United Air Lines School and College Service, has specialized in the production of audio-visual aids for use in the schools. Mr. Mertes holds his M. A. degree from Columbia University.

**MONTGOMERY, FRED**, is director of visual education at the University of Kansas at Lawrence.

**NELSON, E. N.**, of the Ampro Corporation in Chicago is director of the Education Department of that firm.



Mr. Nelson Dr. Thompson

**NELSON, ELMER R.**, is associate curator at the Milwaukee Public Museum. Mr. Nelson holds his M. S. degree in geology from the University of Chicago. His museum work has been to interpret and present geology to the public through exhibits and lectures.

**PALMER, DR. MARY LEIGH**, is director of the International Workshop in Visual Education and a member of the International Council of Religious Education. Dr. Palmer has been active in religious education and has written several articles and bulletins in regard to visual methods in this field. She received her Ph. D. from Northwestern University.

**PAYNE, DR. WILFRED**, is chairman of the Humanities Department at the University of Omaha.

**PELLETT, DOROTHEA**, present director of the Department of Visual Education of the Topeka Public Schools, studied at the new center for the study of audio-visual instruction materials at the University of Chicago. She formerly directed production of visual materials for schools and museums.

**RALKE, CAPT. WILLIAM C.**, is the officer in charge of the Central Film Library of the Seventh Service Command, Omaha.

**SAMS, OSCAR E., Jr.**, is chief of domestic distribution for the motion picture division, Office of Coordinator of Inter-American Affairs. Mr. Sams was director of audio-visual and radio education at the University of Tennessee for four years.

**SCOTT, ROBERT E.**, superintendent of schools, Hennepin County, Minn., organized the first cooperative county film library in the United States and distributed films in Hennepin County and to several high schools. Mr. Scott holds his M. A. degree from the University of Minnesota.



Robert E. Scott

**SHUBERT, C. LOYD**, head of the Speech Department at the University of Omaha.

**SORENSEN, FRANK**, is director of supervision and curriculum, Office of State Superintendent of Public Instruction, Lincoln.

**THOMPSON, DR. WILLIAM H.**, is dean of the College of Arts and Sciences and head of the Department of Psychology at the University of Omaha. He is also director of the Child Study Service in Omaha. Dr. Thompson holds his Ph. D. degree from Ohio State University.

**TROLINGER, MISS LELIA**, is director of the Bureau of Visual Instruction at the University of Colorado, Boulder.

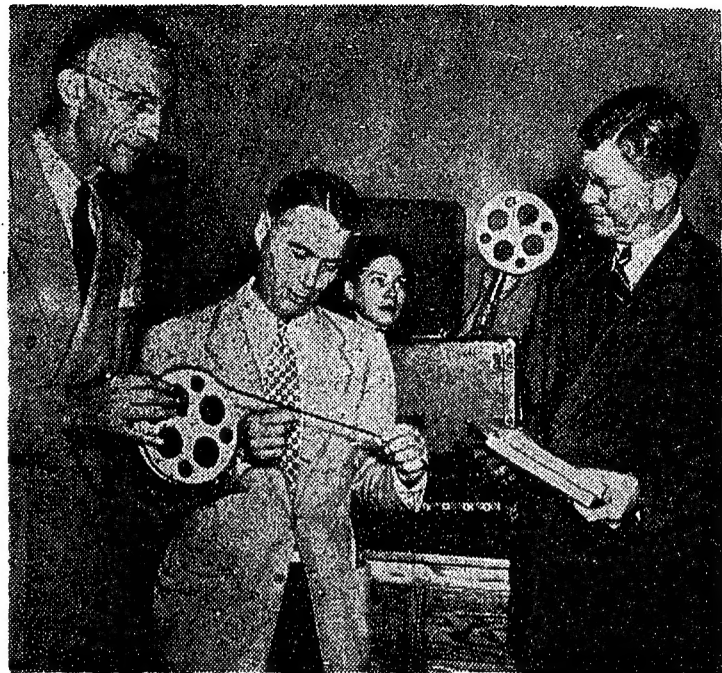
**WAITE, DR. WILLIAM H.**, is chairman of the Department of Education at the University of Omaha.

**WARREN, REV. ROBERT L.**, of Lincoln is associate pastor of the St. Paul Methodist Church and executive secretary of the Nebraska Council of Religious Films.

**WENDT, PAUL**, is director of visual education at the University of Minnesota.

**WITTICH, DR. WALTER W.**, is head of the Department of Audio-Visual Education at the University of Wisconsin. He also serves as the supervisor of curriculum for the Madison, Wis., public schools.

## Preview Yale history films and slides presented to schools by World-Herald



Shown above examining a sampling of the Yale American History program films, a recent gift to Omaha-Douglas County Schools by The World-Herald, are, left to right, Hobart M. Corning, superintendent of schools; Dr. William H. Waite, head of the Department of Education at Omaha University; Miss Joan Hall, University Film Librarian; and Walter E. Christenson, Editor of The World-Herald.

## Religious Education Featured

Because of the many requests this program is carrying a separate division devoted exclusively to audi-visual aids in the religious education field. Dr. Mary Palmer, visual education specialist in the International Council on Religious

Education, Chicago, Ill., will head the list of well-qualified speakers.

Local pastors who have been doing exceptional work in their own churches during the past year will demonstrate the use of silent film, film strips and slides.

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